Raynham Estate

Investing in
Rural Diversification

Rural England Prosperity Fund (REPF), Rural Business Grant

Diversification of commercial activity on a large estate, specifically the creation of business units utilising unused former agricultural buildings complementing a range of other short and longer term proposed commercial projects

The Raynham Estate has been in the ownership of the Townshend family since the 12th century. In order to survive the challenges facing traditional rural estates and farming, the estate has extensively diversified its business mix over the years into a range of commercial activities, supporting the long-term sustainability of the estate and creating local employment opportunities.

Diversification has included the introduction of luxury glamping accommodation, a restaurant site and the creation of a wedding venue alongside the provision of commercial units for small businesses.

Through support from North Norfolk District Council and by accessing grant funding from the Rural England Prosperity Fund (REPF), the Raynham Estate has invested in the redevelopment of a redundant farmyard and agricultural building, bringing it back into commercial use.

Alongside a replacement new build, they have created new space ready to be rented as business units. This new area will help support the existing operation.

The creation of commercial premises and opportunities provides Raynham Estate with an additional income stream to the estate, creating jobs and enhancing the local economy as well as assisting with the long-term sustainability of a rural estate.

Small businesses looking to grow will be able to access newly created commercial premises made available by the Raynham investment. The ambition is to attract food and drink businesses looking to expand and to create a food hub. These businesses would complement the existing offer at Raynham and other businesses already part of this growing estate.

"We've had to innovate and change over time. We've taken a farmyard that has stood redundant for the last 50 years and through some fantastic partnerships bringing it into use. The support and partnerships we've had with North Norfolk District Council and through the Rural England Prosperity Fund is fantastic. We have to innovate and adapt every day, but here there are real opportunities to diversify."

Tom Raynham, Chief Executive of Raynham Estate